



Podcast Onboarding Sheet

Hey this is Dave from [True Media Solutions](#)! I have clients reaching out to discuss how to start a podcast, so I thought I would create a short outline of some questions to spark your thoughts as you begin planning out your podcast journey! If anything mentioned below seems unclear or you want more information, please make some notes and let's help you clarify where you are at and what you need to be a podcasting superstar! I look forward to working with you and to seeing you succeed!

More about me:

- I have 6 weekly podcasts with over 280 episodes total over a one year span
- I am a musician with more than 40 years of experience
- I have 9 guitars - yes 9!
- I play guitar, bass, drums and keys
- I have had one of my songs used at an event in Paris France
- I have performed on radio, tv, in smoky bars and large festivals
- I can do a wicked Elmo impression
- I have more ideas than I have time for
- My wife finds me wildly entertaining
- My favourite concert was Sammy Hagar and Van Halen in Toronto
- I live near Niagara Falls Ontario - big hill, lots of water - great spot!
- I have a Bachelor's Degree in Theology and a Post-Graduate in Human Resources
- On the road I only let cars in ahead of me if they signal first
- I have been mixing and recording music for over 25 years
- I use [Audacity](#) for all my mixing and recording - I have been an active Audacity user long before there were podcasts!
- I have been married for 29 years, I have 3 adult kids, 2 rescued dogs
- How do I measure success? If I can help one person get closer to their goal in life I have made a difference

Dave Campbell

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Take a few moments to go through these questions and use this as a guide to our upcoming discussions about your podcast journey!

The Starting Line:

- Podcast Host(s):
- Podcast Name (not sure? Leave blank):
- Desired length of each episode (5 mins, 30 mins, an hour?):
- Niche (i.e Health and Wellness):
- Why do you want to start a Podcast?
- Complete this sentence about your podcast
 - This is a podcast about **(topic)** for **(who is your audience)** so that my audience will **(result)**
 - Example: This is a podcast about **REAL ESTATE** for **NEW HOME BUYERS** so that my audience will **HIRE ME AS THEIR REAL ESTATE AGENT**
- Frequency: How often will you release your podcast episodes
 - Daily
 - Weekly
 - Every Second Week
 - Monthly
 - OTHER: _____
- Podcast Format
 - Single Host - Monologue Style - Teaching
 - Conversational - Co-Hosted
 - Interview
 - Non-Fiction or Story Telling
 - Panel Interview or Discussion
 - Video - Stream Live in front of an audience
 - Just For Fun
 - OTHER:
- How will you know when your podcast is successful?
- Do you have an audience or community already in place?

Clarifying Podcast questions:

- Identify your ideal listener - tell me about them - be specific!
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- When would you like this podcast to launch? Date?
- Have you chosen a podcast hosting site?
 - Yes - it is...
 - Not yet
 - What is a hosting site?
- You will need artwork for your podcast
 - I will do this myself
 - I want to do it myself - not sure where to start
 - I don't want to do this - please do this for me!
- Podcasts require recording equipment
 - I have everything already - here is what I have!
 - I have nothing - need help
- After your podcast is edited it will need to be uploaded to your podcast host site of choice - do you need help with this?
 - I can do this myself - just send me the completed episode and I will post it myself
 - I need help with this
 - Please do this for me!
- Podcast episodes include show notes - what is your plan for these?
 - I will do this myself - no assistance required
 - I need more information to make a decision
 - Please do this for me
- Do you have a website for your podcast?
 - I have a website and will take care of this myself
 - I am not sure what I need - more info please!
 - I want someone to do this for me
 - Is there a free resource instead?
- Do you have the social media handles for your new podcast?
 - Yes
 - Not sure - what do you suggest

- I need help with this!
- How will you promote your podcast episodes?
 - I got this - no help needed
 - I would love some suggestions
 - I need someone to promote this for me!
- Is this podcast a business or a hobby?
 - This is a hobby podcast - I am not looking at making money as a podcaster
 - I would like it to generate income at some point
 - I will use this podcast to support my coaching, offering or business as a lead generator
 - I want to make money from sponsor ads within my podcast

For Interview Podcasts Specifically

If you don't plan on having guests, this may not apply to you!

- Do you need help finding guests for your podcast?
 - No - I will take care of this
 - Maybe - what do you suggest?
 - Yes - I need someone to find, schedule and handle all things regarding guests for my show!

Some key things to always remember!

- People come to your podcast for the topic but stay for the host
- If you try to be EVERYTHING to EVERYONE you end up becoming Nothing to Nobody!
- The Riches are in the Niche!
- If you have to explain how to find your podcast or how to spell your podcast you will frustrate your audience
- YOU DO NOT NEED TO RELEASE YOUR FIRST FEW PODCASTS
- You can practice BEFORE you record episode one!
- Practice makes perfect!
- A huge podcast launch does not guarantee success - just like a big wedding does not guarantee a great marriage!
- A podcast will cost you time or money
- There are 3 options that you can choose from (FAST, CHEAP and GOOD) but you can only pick 2 of the 3!
 - Good and Cheap = Not Fast
 - Good and Fast = Not Cheap
 - Cheap and Fast = Not Good
 - Check out this link for more!
<https://www.pyragraph.com/2013/05/good-fast-cheap-you-can-only-pick-two/>
- Create your podcast show notes BEFORE you record
- Work at losing the script so as to not read to your listeners - that is an audiobook
- Connect with your audience frequently and bring them value!
- Be everywhere! NOT JUST APPLE!
- Over 70% of listeners of podcasts in Europe listen on Android devices
- Treat each episode as if your listeners are new - they may find your podcast at episode 50 - welcome them and your regular listener
- No one will get on a bus that doesn't have a destination - let people know where this podcast episode is headed
- You don't have to be great to start, but you have to start to be great.

- Get trusted advice and feedback from someone other than your family on your podcast - it might be hard to hear, but it can help you!
- At the end of your episode give one simple call to action (CTA) - if you give too many, your audience will do none of them
- Ratings and reviews are social proof - they do nothing to make you rank
- Create a podcast for the listener not for an algorithm or computer or artificial intelligence
- Record your podcast episode intro right after you finish recording the episode so that you can let your listener know what will be covered and key points of interest
- Avoid group speech - you guys, hello everyone etc - podcasting is a unique listening experience - generally one on one
- There is no such thing as too long, just too boring
- Social media is rented land - you don't own the attention of your audience there - a website, a email list and a community is the best place to develop relationships with your audience
- Not everyone on social media listens to podcasts
- The best way to grow your audience is to never give up and stop podcasting
- Word of mouth is the best form of advertising, and it is free
- Having a guest or being a guest is a great way to grow your audience
- Listeners pay you with their attention - they don't owe you anything else - everything is a bonus after that!

If you have further questions on podcasting, podcast editing, coaching or more, please contact us via our website [True Media Solutions](https://www.TrueMediaSolutions.ca)

Dave

